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THE NATION'S FASTEST TEXTER TO BE CROWNED AT THE LG U.S. NATIONAL TEXTING CHAMPIONSHIP

*22 Contestants to Compete, Following National Selection Process, for the
Chance to Win \$50,000 and Bragging Rights for a Lifetime!*

SAN DIEGO, CALIF. June 15, 2009 - LG Electronics MobileComm U.S.A., Inc. (LG Mobile Phones) is looking for the quickest thumbs in the country. On Tuesday June 16, 2009, one person will be named the LG U.S. National Texting Champion, following in the footsteps of the winners from the past two years. The winner of the third annual LG U.S. National Texting Championship will receive \$50,000.

LG concluded a national promotion in May to find 22 finalists, known as the Text Titans. With over 250,000 game plays, the promotion involved online facebook challenges, wild card play that utilized SMS texting, and competitions on MTV. The Text Titans received all expense paid trips to New York City where they will endure a grueling two-day marathon designed to push their texting skills to the absolute limit. An immediate and brutal "Text Attack" speed game will separate the texting pretenders from the contenders the first day of the competition. The survivors will then compete in a series of daunting text challenges testing their speed, dexterity, nerves, athleticism and text knowledge. The three players who stave off elimination of the challenges will participate in a mysterious final qualifying challenge. Ultimately, two finalists will emerge. This duo will compete in a speed texting mini tournament with the winner taking the LG U.S. National Texting Championship crown.

"The LG National Texting Championship is bigger and better than ever," said Ehtisham Rabbani, vice president of product strategy & marketing for LG Mobile Phones. "Every year, we challenge ourselves to make this an even more exciting event, and for the third annual Championship we chose to increase the difficulty, the duration, and the drama. Contestants will be pushed to the limit as they fight to win the \$50,000 purse, the title, and bragging rights for a lifetime. As the leading manufacturer of texting devices, we know our fervent fans will not be disappointed."

The third annual LG U.S. National Championship will take place over two days, with the final round and crowning of the winner taking place in New York on June 16, 2009 at NEP Studios 407 West 7th Avenue (entrance located on 33rd Street btw 6th & 7th Avenue) New York, NY 10001. During the competition, players will compete in various challenges while typing in phrases on their LG handsets exactly as they appear on nearby LG plasma screens with no typos or abbreviations, trying to be quicker than their opponents. The competition starts off with 22 contestants who will go through a "Text Attack" round, resulting in 6 contestants that will endure the various challenges to try survive each ensuing round of texting play. The three top

contestants will compete in a final qualifying round, resulting in two contestants who will fight to be crowned the LG U.S. National Texting Champion in the traditional style of the competition, a speed tournament.

The LG U.S. National Texting Championship began in 2007, when LG first searched for the fastest thumbs in the U.S. Contestants battled each other for \$25,000 in cash and prizes. Although over 500 competitors thought their thumbs could out-text the best, 13-year-old Morgan Pozgar was the winner. Pozgar's winning phrase was, "Supercalifragilisticexpialidocios! Even though the sound of it is something quite atrocious. If you say it loud enough you'll always sound precocious," earning her the title of LG National Texting Champion and \$25,000 cash.

The second annual LG National Texting Championship took place in 2008, when it kicked off with preliminary rounds throughout the country, including regional competitions, a Wild Card play and a TV Micro event. The fastest texters from the various preliminary rounds came together to participate in a grueling battle of the thumbs. Beating more than 15,000 entrants, Nathan Schwartz, a 20-year-old Clyde, Ohio resident, took home the title, and \$50,000 in prize money and indisputable bragging rights for his speed-texting skills with the phrase "'Does everybody here know the alphabet? Let's text. Here it goes... AbcDeFghiJKlMNoPqRStuvWXY & Z! Now I know my A-B-C's, next time won't you text with me?'"

For more information on the LG U.S. National Texting Championship, please visit www.LGTexter.com.

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About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 84,000 people working in 115 operations including 84 subsidiaries around the world. With 2008 global sales of USD44.7 billion, LG is comprised of five business units -- Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business Solutions. LG is the world's leading producer of flat panel TVs, audio and video products, mobile handsets, air conditioners and washing machines. LG has signed a long-term agreement to become both a Global Partner and a Technology Partner of Formula One™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event. For more information, please visit www.lge.com.

About LG Electronics Mobile Communications Company

LG Electronics Mobile Communications Company is a leading global mobile communication and information company. LG creates handsets that provide an optimized mobile experience to customers around the world with its cutting-edge technology and innovative handset design capabilities. Increasingly, LG is pursuing convergence technology and mobile computing products. LG will continue to take leadership in the mobile communication environment with stylish designs and smart technology. For more information, please visit www.lgmobilephones.com.